



**EFFECTS OF ONLINE SHOPPING VALUES ON WEBSITE SATISFACTION
AMONG MILLENNIALS IN KLANG VALLEY**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

FACULTY OF BUSINESS & MANAGEMENT

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)
FACULTY OF BUSINESS & MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, MUHAMMAD MUHAIMIN SHAKIR BIN AZMAN, (I/C NUMBER: 960304-14-5259)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being submitted for this degree or any other degrees.
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- This project paper is the result of my independent work and investigation, except otherwise stated.
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- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.
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Signature:



Date: January 2020

LETTER OF SUBMISSION

The Head Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

University of Technology Mara

Malacca City Campus

110, Off Jalan Hang Tuah

73500 Melaka

Dear Madam Aemillyawaty Binti Abas,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “EFFECTS OF ONLINE SHOPPING VALUES ON WEBSITE SATISFACTION AMONG MILLENNIALS IN KLANG VALLEY” to fulfil the requirement needed by the Faculty of Business and Management, University of Technology Mara (UiTM)

Thank you.

Yours sincerely,



MUHAMMAD MUHAJMIN SHAKIR BIN AZMAN

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BACHELOR OF BUSINESS ADMINISTRATION (Hons.) MARKETING

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ABSTRACT

This paper aims to decode the effects of online shopping values on website satisfaction. Independent variable includes hedonic, utilitarian shopping value, website informativeness, entertainment, effectiveness of information content while web satisfaction as opposite site. The survey form was distributed via snowball sampling technique and a sample of 100 respondents were participated in the month of November 2019. The data analyzed using multiple regression analysis found that web informativeness is the most significant factor affecting website satisfaction.